

STATES CAREER CLUSTER™: MARKETING

Pathways and related Programs of Study in this career cluster address planning, managing and performing marketing activities to reach organizational objectives. -

Program Learning Outcomes from the NASDCTE Common Career Technical Core:	
1.	Describe the impact of economics, economics systems and entrepreneurship on marketing.
2.	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
3.	Plan, monitor, manage and maintain the use of financial resources for marketing activities.
4.	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
5.	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
6.	Select, monitor and manage sales and distribution channels.
7.	Determine and adjust prices to maximize return while maintaining customer perception of value.
8.	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
9.	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
10.	Use marketing strategies and processes to determine and meet client needs and wants.

THE CERTIFICATIONS LISTED BELOW ARISE FROM INTERVIEWS, WEBINARS, AND FOCUS GROUPS WITH SECONDARY AND POST SECONDARY EDUCATORS AS WELL AS INPUT FROM INDUSTRY PARTNERS AND REPRESENTATIVES. THE NEXT STEP FOR VALIDATION IS LABOR MARKET DATA AND THE ECONOMIC NEEDS OF BOTH THE STATE OF NEW MEXICO AND THE REGIONS.

Industry Certifications
ASK Sales and Customer Service
Precision Exams: <ul style="list-style-type: none"> • Exploring Business and Marketing • Entrepreneurship
DECA School-based Enterprise: <ul style="list-style-type: none"> • Hospitality • Individual Certification

The Pathways for this Career Cluster™ are:

- Marketing Communications
- Marketing Management
- Marketing Research
- Merchandising
- Professional Sales

Below are the POS's developed by the statewide stakeholders who participated in the development

Marketing Communications: Marketing communications employees plan, coordinate and implement marketing strategies advertising promotion and public relations activities Because of the importance and high visibility of their jobs, these individuals often are prime candidates for advancement.

Program Learning Outcomes from the NASDCTE Common Career Technical Core for Marketing Communications Career Pathway:	
<i>Note: it is expected that a student completing the Program of Studies listed below would transition to post secondary college and career being able to know and do each of these Standards, unless otherwise noted.</i>	
1.	Apply techniques and strategies to convey ideas and information through marketing communications.
2.	Plan, manage and monitor day-to-day activities of marketing communications operations.
3.	Access, evaluate and disseminate information to enhance marketing decision making processes.
4.	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
5.	Communicate information about products, services, images and/or ideas to achieve a desired outcome.

PROGRAM OF STUDY COURSE SEQUENCE FOR MARKETING COMMUNICATIONS CAREER PATHWAY:				
<i>Note: it is expected that a student completing the Program of Studies listed below would transition to post secondary college and career being able to know and do each of these Standards, unless otherwise noted.</i>				
	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Career and Technical Courses and/or Degree Major Courses as Dual Credit	1802 Principles of Marketing - Fundamentals	1830 Principals of Marketing - Advanced	1826 Marketing Management	1850 Business Communications

Program Learning Outcomes Matrix for Marketing Communications Career Pathway:						
<i>Note: each dot represents the understanding that the student taking that course would have the best opportunity to know and be able to do the CCTC knowledge and skill standards listed above.</i>						
Courses in the POS		Program Learning Outcomes				
STARS No.	Course Title	1	2	3	4	5
1802	Principles of Marketing - Fundamentals				X	X
1830	Principals of Marketing - Advanced	X	X	X	X	X
1826	Marketing Management		X	X	X	
1850	Business Communications					

STARS No.	Course Descriptions:
1802	Principles of Marketing - Fundamentals - Recommended for Students Grades 9 - 12 - Course focuses on the wide range of factors that influence the flow of goods and services from the producer to the consumer. This course is usually offered as a series. Marketing - Fundamentals courses include a variety of topics related to providing goods and services, such as market research, the purchasing process, distribution systems, warehouse and inventory control, salesmanship, sales promotions, shoplifting and theft control, business management entrepreneurship and pricing and packaging. Human relations, employability skills, computers, math skills, and economics are also covered. Job and career exploration to include work site experiences are an integral emphasis of Marketing - Fundamentals.
1830	Principals of Marketing - Advanced - Recommended for Students Grades 10 - 12 - This course expands on, and builds on the concepts of the Principles of Marketing - Fundamentals class. Marketing Advanced is an in-depth course for the career-minded student with emphasis in the following areas: marketing and business fundamentals, business management, information management, human relations, product/service planning, finance, distribution, purchasing, pricing, promotion and selling. Job and career exploration to include work site experiences are an integral emphasis of Marketing Advanced.
1826	Marketing Management - Recommended for Students Grades 11 - 12 - Course covers the same scope of topics as Principals of Marketing courses (purchasing and distribution systems; advertising and sales; and so on) but place a particular emphasis on business management and entrepreneurship, providing exposure to common techniques and problems of management.
1850	Business Communications - Recommended for Students Grades 9 - 12 - Course emphasizes written reports, proposals, memos and business letters, Principles of effective business writing, business letter and solution of business problems by letter, letter of application, development of effective expression, related business forms and business reports are covered. Additional communication skills are addressed - non verbal communication, cultural differences in non-verbal communication, listening, and oral communication.

Marketing Management: People with careers in marketing management formulate policies and direct the operations of businesses and corporations, nonprofit institutions and other organizations. In small firms, the owner or chief executive officer may assume all advertising, promotions, marketing, sales and public relations responsibilities. In large firms, which may offer numerous products and services nationally or even worldwide, an executive vice president directs overall advertising, promotions, marketing, sales and public relations policies.

Program Learning Outcomes from the NASDCTE Common Career Technical Core for MARKETING MANAGEMENT CAREER PATHWAY:

Note: it is expected that a student completing the Program of Studies listed below would transition to post secondary college and career being able to know and do each of these Standards, unless otherwise noted.

1.	Plan, organize and lead marketing staff to achieve business goals.
2.	Plan, manage and monitor day-to-day marketing management operations.
3.	Plan, manage and organize to meet the requirements of the marketing plan.
4.	Access, evaluate and disseminate information to aid in making marketing management decisions.
5.	Determine and adjust prices to maximize return and meet customers' perceptions of value.
6.	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
7.	Communicate information about products, services, images and/or ideas.

PROGRAM OF STUDY COURSE SEQUENCE FOR MARKETING MANAGEMENT CAREER PATHWAY:

Note: it is expected that a student completing the Program of Studies listed below would transition to post secondary college and career being able to know and do each of these Standards, unless otherwise noted.

	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Career and Technical Courses and/or Degree Major Courses as Dual Credit	1801 Basic Management Concepts	1802 Principles of Marketing - Fundamentals	1830 Principals of Marketing - Advanced	1826 Marketing Management

Program Learning Outcomes Matrix FOR MARKETING MANAGEMENT CAREER PATHWAY: <i>Note: each dot represents the understanding that the student taking that course would have the best opportunity to know and be able to do the CCTC knowledge and skill standards listed above.</i>								
Courses in the POS		Program Learning Outcomes						
STARS No.	Course Title	1	2	3	4	5	6	7
1801	Basic Management Concepts							
1802	Principles of Marketing - Fundamentals							
1830	Principals of Marketing - Advanced							
1826	Marketing Management							

STARS No.	Course Descriptions:
1801	Basic Management Concepts - Recommended for Students Grades 7 - 9 - A basic introductory course which will teach concepts of entry-level marketing and entry level work skills. Course orients students to marketing education/DECA. Appropriate for students with a possible interest in marketing, sales, or small business operation. This course expose students to cashier/checker operations, opportunities available in retail, wholesale, advertising, and other occupational fields using marketing principles.
1802	Principles of Marketing - Fundamentals - Recommended for Students Grades 9 - 12 - Course focuses on the wide range of factors that influence the flow of goods and services from the producer to the consumer. This course is usually offered as a series. Marketing - Fundamentals courses include a variety of topics related to providing goods and services, such as market research, the purchasing process, distribution systems, warehouse and inventory control, salesmanship, sales promotions, shoplifting and theft control, business management entrepreneurship and pricing and packaging. Human relations, employability skills, computers, math skills, and economics are also covered. Job and career exploration to include work site experiences are an integral emphasis of Marketing - Fundamentals.
1830	Principals of Marketing - Advanced - Recommended for Students Grades 10 - 12 - This course expands on, and builds on the concepts of the Principles of Marketing - Fundamentals class. Marketing Advanced is an in-depth course for the career-minded student with emphasis in the following areas: marketing and business fundamentals, business management, information management, human relations, product/service planning, finance, distribution, purchasing, pricing, promotion and selling. Job and career exploration to include work site experiences are an integral emphasis of Marketing Advanced.
1826	Marketing Management - Recommended for Students Grades 11 - 12 - Course covers the same scope of topics as Principals of Marketing courses (purchasing and distribution systems; advertising and sales; and so on) but place a particular emphasis on business management and entrepreneurship, providing exposure to common techniques and problems of management.

Marketing Research: Employees in marketing research are concerned with understanding people and organizations. They collect and analyze many different types of information to design new products, to predict future sales and to position their own company's strategies against those of its competitors.

Program Learning Outcomes from the NASDCTE Common Career Technical Core for MARKETING RESEARCH:	
1.	Plan, organize and manage day-to-day marketing research activities.
2.	Design and conduct research activities to facilitate marketing business decisions.
3.	Use information systems and tools to make marketing research decisions.

Program of Study Course Sequence for Marketing Research:				
<i>Note: it is expected that a student completing the Program of Studies listed below would transition to post secondary college and career being able to know and do each of these Standards, unless otherwise noted.</i>				
	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Career and Technical Courses and/or Degree Major Courses as Dual Credit	0221 Introductory Business	1802 Principles of Marketing - Fundamentals	1830 Principals of Marketing - Advanced	1834 Marketing Research -

Program Learning Outcomes Matrix for Marketing Research:				
<i>Note: each dot represents the understanding that the student taking that course would have the best opportunity to know and be able to do the CCTC knowledge and skill standards listed above.</i>				
Courses in the POS		Program Learning Outcomes		
STARS No.	Course Title	1	2	3
1802	Principles of Marketing - Fundamentals			
1830	Principals of Marketing - Advanced			
221	Introductory Business			
1834	Marketing Research			

STARS No.	Course Descriptions:
1802	Principles of Marketing - Fundamentals - Recommended for Students Grades 9 - 12 - Course focuses on the wide range of factors that influence the flow of goods and services from the producer to the consumer. This course is usually offered as a series. Marketing - Fundamentals courses include a variety of topics related to providing goods and services, such as market research, the purchasing process, distribution systems, warehouse and inventory control, salesmanship, sales promotions, shoplifting and theft control, business management entrepreneurship and pricing and packaging. Human relations, employability skills, computers, math skills, and economics are also covered. Job and career exploration to include work site experiences are an integral emphasis of Marketing - Fundamentals.
1830	Principals of Marketing - Advanced - Recommended for Students Grades 10 - 12 - This course expands on, and builds on the concepts of the Principles of Marketing - Fundamentals class. Marketing Advanced is an in-depth course for the career-minded student with emphasis in the following areas: marketing and business fundamentals, business management, information management, human relations, product/service planning, finance, distribution, purchasing, pricing, promotion and selling. Job and career exploration to include work site experiences are an integral emphasis of Marketing Advanced.
221	Introductory Business - Recommended for Students Grades 9 - 12 - Courses survey an array of topics and concepts related to the field of business. These courses introduce business concepts such as banking and finance; the role of government in business, consumerism, credit, investment, and management; and may provide a brief overview of the American economic system and corporate organization. In addition, Introductory Business courses may expose students to the varied opportunities in secretarial, accounting, management, and related fields
1834	Marketing Research - Recommended for Students Grades 11 - 12 - A business and marketing research class which engages students in research techniques and application to business problems. Students will be expected to identify a problem, research it, compile information and results, analyze the information, synthesize a solution from the information, present the findings and suggestions to an appropriate audience, and evaluate their process. As student presentation of the project in both a written product and a classroom and/or competitive presentation are integral to the course.

Merchandising: Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.

Program Learning Outcomes from the NASDCTE Common Career Technical Core for MERCHANDISING CAREER PATHWAY:	
<i>Note: it is expected that a student completing the Program of Studies listed below would transition to post secondary college and career being able to know and do each of these Standards, unless otherwise noted.</i>	
1.	Plan, organize and lead merchandising staff to enhance selling and merchandising skills.
2.	Plan, manage and monitor day-to-day merchandising activities.
3.	Move, store, locate and/or transfer ownership of retail goods and services.
4.	Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.
5.	Determine and adjust prices to maximize return and meet customers' perceptions of value.
6.	Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.
7.	Communicate information about retail products, services, images and/or ideas.
8.	Create and manage merchandising activities that provide for client needs and wants.

Program of Study Course Sequence for Merchandising Career Pathway:				
<i>Note: it is expected that a student completing the Program of Studies listed below would transition to post secondary college and career being able to know and do each of these Standards, unless otherwise noted.</i>				
	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Career and Technical Courses and/or Degree Major Courses as Dual Credit	221 Introductory Business	1802 Principles of Marketing - Fundamentals	1830 Principals of Marketing - Advanced	1814 Retail Marketing

Program Learning Outcomes Matrix for Merchandising Career Pathway: <i>Note: each dot represents the understanding that the student taking that course would have the best opportunity to know and be able to do the CCTC knowledge and skill standards listed above.</i>									
Courses in the POS		Program Learning Outcomes							
STARS No.	Course Title	1	2	3	4	5	6	7	8
1802	Principles of Marketing - Fundamentals								
1830	Principals of Marketing - Advanced								
221	Introductory Business								
1814	Retail Marketing								

STARS No.	Course Descriptions:
1802	Principles of Marketing - Fundamentals - Recommended for Students Grades 9 - 12 - Course focuses on the wide range of factors that influence the flow of goods and services from the producer to the consumer. This course is usually offered as a series. Marketing - Fundamentals courses include a variety of topics related to providing goods and services, such as market research, the purchasing process, distribution systems, warehouse and inventory control, salesmanship, sales promotions, shoplifting and theft control, business management entrepreneurship and pricing and packaging. Human relations, employability skills, computers, math skills, and economics are also covered. Job and career exploration to include work site experiences are an integral emphasis of Marketing - Fundamentals.
1830	Principals of Marketing - Advanced - Recommended for Students Grades 10 - 12 - This course expands on, and builds on the concepts of the Principles of Marketing - Fundamentals class. Marketing Advanced is an in-depth course for the career-minded student with emphasis in the following areas: marketing and business fundamentals, business management, information management, human relations, product/service planning, finance, distribution, purchasing, pricing, promotion and selling. Job and career exploration to include work site experiences are an integral emphasis of Marketing Advanced.
221	Introductory Business - Recommended for Students Grades 9 - 12 - Courses survey an array of topics and concepts related to the field of business. These courses introduce business concepts such as banking and finance; the role of government in business, consumerism, credit, investment, and management; and may provide a brief overview of the American economic system and corporate organization. In addition, Introductory Business courses may expose students to the varied opportunities in secretarial, accounting, management, and related fields
1814	Retail Marketing - Recommended for Students Grades 11 - 12 - Course covers marketing principles and concepts related to the provision of goods or services directly to the consumer, emphasizing store operation, advertisement and display of goods, store security, human relations, and business management and ownership.

Professional Sales: Employees in professional sales are involved in the transfer of goods and services in the economy, both to businesses and to individual consumers.

Program Learning Outcomes from the NASDCTE Common Career Technical Core for Professional Sales Career Pathway:	
<i>Note: it is expected that a student completing the Program of Studies listed below would transition to post secondary college and career being able to know and do each of these Standards, unless otherwise noted.</i>	
1.	Access, evaluate and disseminate sales information.
2.	Apply sales techniques to meet client needs and wants.
3.	Plan, organize and lead sales staff to enhance sales goals.

PROGRAM OF STUDY COURSE SEQUENCE FOR PROFESSIONAL SALES CAREER PATHWAY:				
<i>Note: it is expected that a student completing the Program of Studies listed below would transition to post secondary college and career being able to know and do each of these Standards, unless otherwise noted.</i>				
	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Career and Technical Courses and/or Degree Major Courses as Dual Credit	1801 Basic Management Concepts	1802 Principles of Marketing - Fundamentals	1830 Principals of Marketing - Advanced	1825 Principles of Selling

Program Learning Outcomes Matrix FOR PROFESSIONAL SALES CAREER PATHWAY:				
<i>Note: each dot represents the understanding that the student taking that course would have the best opportunity to know and be able to do the CCTC knowledge and skill standards listed above.</i>				
Courses in the POS			Program Learning Outcomes	
STARS No.	Course Title	1	2	3
1801	Basic Management Concepts			
1802	Principles of Marketing - Fundamentals			
1830	Principals of Marketing - Advanced			
1825	Principles of Selling			

STARS No.	Course Descriptions:
1801	Basic Management Concepts - Recommended for Students Grades 7 - 9 - A basic introductory course which will teach concepts of entry-level marketing and entry level work skills. Course orients students to marketing education/DECA. Appropriate for students with a possible interest in marketing, sales, or small business operation. This course expose students to cashier/checker operations, opportunities available in retail, wholesale, advertising, and other occupational fields using marketing principles.
1802	Principles of Marketing - Fundamentals - Recommended for Students Grades 9 - 12 - Course focuses on the wide range of factors that influence the flow of goods and services from the producer to the consumer. This course is usually offered as a series. Marketing - Fundamentals courses include a variety of topics related to providing goods and services, such as market research, the purchasing process, distribution systems, warehouse and inventory control, salesmanship, sales promotions, shoplifting and theft control, business management entrepreneurship and pricing and packaging. Human relations, employability skills, computers, math skills, and economics are also covered. Job and career exploration to include work site experiences are an integral emphasis of Marketing - Fundamentals.
1830	Principals of Marketing - Advanced - Recommended for Students Grades 10 - 12 - This course expands on, and builds on the concepts of the Principles of Marketing - Fundamentals class. Marketing Advanced is an in-depth course for the career-minded student with emphasis in the following areas: marketing and business fundamentals, business management, information management, human relations, product/service planning, finance, distribution, purchasing, pricing, promotion and selling. Job and career exploration to include work site experiences are an integral emphasis of Marketing Advanced.
1825	Principals of Selling - Recommended for Students Grades 10 - 12 - Course provides students with the knowledge and opportunity to develop in depth sales competencies. Types of selling, steps in a sale, sales strategies, and skills and techniques in the area of sales may all be topics of these courses.